



PATENT
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Mary Swaab

Art Unit: 1732

Application No.: 09/714,318

Examiner: Stefan Staicovici

Filed: November 16, 2000

For: METHOD FOR BLENDING AND
FABRICATING PERSONALIZED
LIPSTICK

**PENDING CLAIMS AFTER AMENDMENTS
RECITED IN RESPONSE TO OFFICE ACTION DATED AUGUST 27, 2002**

1. A method for custom blending and fabricating a lipstick at a retail establishment to personal specifications of a person, the method comprising:
 - receiving a customer demand from the person for a custom blended lipstick at the retail establishment;
 - mixing selected quantities of a plurality of selected pigments in accordance with the customer demand to arrive at a pigment mixture;
 - softening at least one lipstick base via heat such that the lipstick base is suitable for mixing with pigments;
 - mixing the pigment mixture with the at least one lipstick base to arrive at a base-pigment mixture; thereafter
 - applying the base-pigment mixture to lips of the person for evaluation; thereafter
 - heating the base-pigment mixture; and
 - cooling the base pigment mixture in a mold.
2. The method of claim 1 further comprising the step of adding at least one pigment during a step after the applying step and before the heating step to adjust the base-pigment mixture.
3. The method of claim 1 further comprising the step of

adding at least one base during a step after the applying step and before the heating step to adjust the base-pigment mixture.

4. The method of claim 1 wherein said mold is a lipstick mold in which the base-pigment mixture is cooled in the lipstick mold to form a lipstick, further comprising:

removing the lipstick from the lipstick mold; and
affixing the lipstick to a lipstick case.

5. The method of claim 1 wherein the two steps of mixing are conducted on a blending sheet.

6. The method of claim 1 wherein the steps of the method are conducted while the person waits at the retail establishment.

7. A method for custom blending and fabricating lip coloring product to personal specifications of a person of using a kit at a retail establishment, the kit including a mold, a plurality of pigments in shapeless amorphous form and at least one base, the method comprising the steps of:

receiving a customer demand from the person for a custom blended lip coloring product at the retail establishment;

heating the at least one base;

selecting various pigments from the plurality of differently shaded pigments in shapeless amorphous form based upon the customer demand;

measuring quantities of selected pigments with a measuring device while the pigments are in the shapeless amorphous form;

mixing measured quantities of the pigments with the at least one base; and

cooling the mixed at least one base and pigments in a mold.

8. The method of claim 7 wherein the mixing step comprises:

mixing selected quantities of a plurality of measured pigments in accordance with the customer demand to arrive at a pigment mixture;

softening at least one lipstick base via heat such that the lipstick base is suitable for mixing with measured pigments; and thereafter

mixing the pigment mixture with the softened at least one lipstick base to arrive at a base-pigment mixture.

9. The method of claim 8 further comprising the step of adding and mixing at least one pigment during a step after said mixing step and before the heating step to adjust the base-pigment mixture.

10. The method of claim 7 wherein said kit further includes a blending sheet, wherein said mixing step is conducted on the blending sheet.

11. The method of claim 7 wherein the measuring step is performed with at least one measuring device selected from the group consisting of a graduated blending sheet, a scoop, a spoon, a dropper, a measuring cup, and a metering device.

12. The method of claim 7 wherein said mold is a lipstick mold in which the base-pigment mixture is cooled in the lipstick mold to form a lipstick, further comprising:
removing the lipstick from the lipstick mold; and
affixing the lipstick to a lipstick case.

13. The method of claim 7 wherein the steps of the method are conducted while the person waits at the retail establishment.

14. A method for custom blending and fabricating lip coloring product using a kit at home, the kit including a mold, a plurality of pigments in shapeless amorphous form and at least one base, the method comprising the steps of:

selecting various pigments from the plurality of differently shaded pigments in shapeless amorphous form;

measuring quantities of selected pigments with a measuring device while the pigments are in shapeless amorphous form;

mixing measured quantities of the pigments for lip coloring product with the at least one base, the mixing step being conducted at the home;
heating the bases and pigments, the heating step being conducted at the home; and
cooling the bases and pigments in a mold, the cooling step being conducted at the home.

15. The method of claim 14 wherein the heating step is conducted with an electrical device typically available at the home and not part of the kit.

16. The method of claim 14 wherein the heating step is conducted in a microwave oven.

17. The method of claim 14 wherein said mold is a lipstick mold in which the base-pigment mixture is cooled in the lipstick mold to form a lipstick, further comprising:
removing the lipstick from the lipstick mold; and
affixing the lipstick to a lipstick case.

18. The method of claim 14 wherein said kit further includes a blending sheet, wherein said mixing step is conducted on the blending sheet.

19. A method for custom blending and fabricating lip coloring product to personal specifications, the method comprising the steps of:

selecting various pigments from a plurality of differently shaded pigments in shapeless amorphous form;

measuring quantities of the selected pigments with a measuring device while the selected pigments are in shapeless amorphous form;

mixing the measured quantities of selected pigments;

repeating the selecting, measuring and mixing steps until a desired shade of lipstick is achieved;

heating at least one base in a heating vessel to a mixable form;

adding the measured quantities of lipstick pigments to the at least one base; and

pouring the mixed pigments and at least one base into a mold.

20. The method of Claim 19 wherein the measuring step is performed by pouring the pigments onto a sheet having a plurality of graduated segments of known quantity.

21. The method of claim 20 wherein the mixing step is performed using a translucent blending sheet disposed over the graduated sheet, the graduated segments being visible through the blending sheet, the pigments being poured on the blending sheet in quantities measured using the graduated segments, the measured quantities being mixed on the blending sheet.

22. The method of claim 19 further including the step of adding additives to the pigments and bases to affect the characteristics of the lipstick, the additives including moisturizers, sunscreens, frosts and fragrances.

23. The method of claim 19 wherein said mixing of the measured quantities of pigments is conducted prior to said adding of the measured quantities of pigments to the at least one base.

24. The method of claim 19 wherein the mold includes top and bottom clam shell halves, and wherein the method includes the step of removing the top clam shell after the lipstick has hardened to partially reveal the lipstick and facilitate adhesion of a lipstick case to the lipstick.

25. The method of claim 19 further including the step of adding additional pigment after said heating and said adding to further tailor the lipstick to the exact specifications of the user.

26. A method for custom blending and fabricating lipstick at a retail establishment to personal specifications, the method comprising:

receiving a demand from an individual person for a custom blended lipstick at the retail establishment;

selecting various pigments from a plurality of differently shaded pigments in shapeless amorphous form;

measuring quantities of the selected pigments with a measuring device and while the selected pigments are in shapeless amorphous form in accordance with the demand of the individual person;

selecting at least one base from a plurality of lipstick bases offering a variety of textures and consistencies in accordance with the demand of the individual person;

mixing the measured quantities of lipstick pigments with the at least one selected base;

heating the at least base into mixable form; and

pouring the mixed pigments and at least one base into a mold.

27. The method of claim 26 further comprising cooling the lipstick in the mold, and affixing the cooled lipstick to a lipstick case.

28. The method of claim 27 wherein the steps of measuring, selecting, adding, heating, pouring, cooling, and affixing are all done at the retail establishment.

29. The method of claim 28 further comprising repeating the selecting measuring and mixing steps until the desired shade of the individual person is accomplished according to the demand.

30. The method of claim 26 further comprising evaluating the color of the mixture of the pigments and the at least one base, and adjusting the color of the mixture of the at least one base and the pigments by adding an additional quantity of a selected pigment with the at least one base after said heating.

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31. The method of claim 7 further comprising selecting various bases from a plurality of bases to provide a desired texture and consistency for the lip coloring product, mixing the selected bases with the measured quantities of selected pigments.

32. The method of claim 7 further comprising premixing the measured quantities of pigments to arrive at a desired shade and color for the lip coloring product, said premixing being conducted prior to said mixing.

33. The method of claim 32 further comprising adding the premixed measured quantities of pigments to said at least one base prior to said heating.